

BACK ON TRACK
Media Events Team
Minutes
3/10/04

Present were: Ron Namuth, Mary Barry-Magsamen, Karen Heusel, Teri Vosicky, Rod Combs, Otto Schultz, Brendan Evans

1. Dates and Places: April 24 - We are committed to an 11:00 am gathering at the North Steps of the Capitol with speakers, then the moment of serenity at about 11:30, with people getting on board a Light Armored Vehicle or walking from the capitol to the picnic at Antelope Park Shelter #2.
2. Program People: We need someone who is high profile to get the press attention.
 - a. The Governor is unavailable. We want to ask Senator Hagel, William Cope Moyer from Hazelden, Congressman Tom Osborne, Senator Ben Nelson, Johnny Allem, Executive Director of the Johnson Institute. Otto will work with Topher to make these contacts.
 - b. Our preferences for a recovering person and family member are Toni Arntzen and Cindy Cox, but Toni only if she is comfortable
 - c. Topher is okay to emcee.

3. Program:

Brendan will take care of doing set up at the Capitol. He says that we will need to get a podium that stands on its own since Snitily Carr has only a table top.

We approved this order of events. The focus of the program will be the Moment of Serenity in quiet celebration of recovery.

1. Introduction of Event and Governor Johanns - Topher
 2. Governor's remarks - Governor Johanns
 3. Introduction of Recovering Speaker - Topher
 4. Recovering Speaker - Toni?
 5. Introduction of Recovering Family Member - Topher
 6. Family Member -
 7. Moment of Serenity in celebration of recovery
 8. Sign the banner on Molly The Trolley
 9. Get on board the Trolley and vehicles for photo op
 10. Walk to Antelope Park
 11. Picnic with clowns, balloons.
4. Molly the Trolley was traded in for a Light Armored Vehicle on loan from the Nebraska National Guard with CW3 Rod Combs volunteering to drive it. "Light" in this context means 25,000 pounds.
 5. We decided to accept Join Together's offer of the Discrimination Report for the Press Packet and a few of the SHARE CD's. The SHARE CD's contain songs celebrating recovery by well-known (to everyone but Otto) country artists. We can use them as door prizes or give aways.
 6. Measurements for Success
 - a. We will use event attendance believing that anything over 100 is good.
 - b. Counting media articles, stories, interviews and their estimated audiences.
 - c. Devising ways to collect names of people who are interested in participating at another level such as wanting to 'join the cause', get help for self or family/friend, push legislation, etc)

7. Food – Karen Heusel agreed (I think) to organize food procurement. We think we should stick to hot dogs and chips because of their simplicity and ease of giving leftovers to a charity. Ron Namuth said that Rand Wiese who organized many events for the Updowntowners is available to work with us. Toni Arntzen has contacted Coke who said they don't have free pop and she will contact Pepsi.
8. Promotion: Otto and Teri will meet at 10:30, Monday at LCAD to work out the press and publicity plan.
9. The question of publicizing other April Alcohol Awareness Month events in conjunction with this one was tabled to the next meeting.
 - a. The Duke and Otto program on intervention at BryanLGH
 - b. Opening of Yvonne house

Other April activities of programs